

U.S. Department of Justice
Office of Justice Programs
Office for Victims of Crime



The [U.S. Department of Justice](#) (DOJ), [Office of Justice Programs](#) (OJP), [Office for Victims of Crime](#) (OVC), is pleased to announce that it is seeking applications for funding of the Fiscal Year (FY) 2010 Public Awareness and Outreach for Victims in Underserved Communities program. This program furthers the Department's mission by enhancing typically underserved persons' knowledge about crime victims' rights and access to crime victims' services and resources.

OVC FY 10 Public Awareness and Outreach for Victims in Underserved Communities

Eligibility

Applicants are limited to private nonprofit organizations, including faith-based and community-based organizations, tribal organizations, or public agencies that can demonstrate: (1) knowledge and understanding of the victimization issue or issues to be highlighted in the public awareness campaign; (2) experience in the provision of victim services and advocacy; and, (3) staff resources and capability to carry out all activities required by the funded project.

(See "Who is Eligible to Apply," page 3)

Deadline

Registration with OJP's Grants Management System ([GMS](#)) is required prior to application submission.

(See "How To Apply," page 7)

All applications are due by 8:00 p.m. eastern time on May 18, 2010.

(See "Deadlines: Registration and Application," page 3)

Contact Information

For technical assistance with submitting the application, contact the Grants Management System Support Hotline at 1-888-549-9901, option 3, or via e-mail to GMSHelpDesk@usdoj.gov.

Note: The [GMS](#) Support Hotline hours of operation are Monday–Friday from 6:00 a.m. to midnight eastern time, except federal holidays.

For assistance with any other requirement of this solicitation, contact Millicent Crawford, Victim Justice Program Specialist, at 202-353-8172 or by e-mail Millicent.Crawford@usdoj.gov.

CONTENTS

Overview.....	3
Deadlines: Registration and Application.....	3
Eligibility.....	3
Program-Specific Information.....	4
Performance Measures.....	7
How To Apply.....	8
What An Application Must Include:	9
Standard Form 424	
Program Narrative	
Budget and Budget Narrative	
Indirect Cost Rate Agreement (<i>if applicable</i>)	
Description of Applicant's Plan for Collecting Performance Measure Data	
Tribal Authorization Resolution (<i>if applicable</i>)	
Other Attachments	
Selection Criteria.....	14
Review Process.....	16
Additional Requirements.....	16
Application Checklist.....	19

OVC FY 10 Public Awareness and Outreach for Victims in Underserved Communities (CFDA # 16.582)

Overview

The overall goal of this program is to raise the awareness within traditionally underserved populations about the needs of children exposed to violence, as well as to improve their knowledge about accessing services available to child victims. Exposure to violence includes being a victim of violence or a witness to violence, and encompasses abuse, neglect or child maltreatment, domestic violence, and community violence.

The Office for Victims of Crime (OVC) will support the planning and development of public awareness campaigns focusing on services available to child victims of violence within underserved and socially isolated populations including, but not limited to, those historically underserved due to race, socio-economic status, disability, or sexual orientation. Examples of targeted populations may include urban, high crime communities; communities of immigrants with limited English proficiency; American Indians; persons with disabilities and/or Deaf or Hard-of-hearing; or members of Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) populations. The geographic area targeted by projects should be on the scale of a large city or multi-municipality region (this could include rural, remote, and/or tribal communities). OVC may consider statewide efforts if an applicant makes a compelling argument that it can efficiently and effectively reach the targeted community on such a scale.

Stronger consideration will be given to applicants that propose directing most of the available funds to program costs rather than personnel and administrative costs. This program is authorized under Section 1404 of the Victims of Crime Act (P.L. 108-405), 42 U.S.C. § 10603 (c)(1)(A).

Deadlines: Registration and Application

Registration is required prior to submission. The deadline to register in GMS is 8:00 p.m. eastern time on May 11, 2010, and the deadline for applying for funding under this announcement is 8:00 p.m. eastern time on May 18, 2010. Please see the "How To Apply" section, page 7, for more details.

Eligibility

General Statement of Eligibility: Eligible applicants are private nonprofit organizations, including faith-based and community-based organizations, or public agencies that can demonstrate: (1) knowledge and understanding of children exposed to violence to be highlighted in the public awareness campaign; (2) experience in the provision of victim services and advocacy; and (3) staff resources and capability to carry out all activities required by the funded project. Applicants that can make a compelling argument for a statewide campaign that efficiently uses funds to target underserved communities may also apply. Favorable consideration will be given to applications that provide letters of support that document a partnership between a victim service organization with substantive knowledge of the issues

facing underserved victim populations and other service providers, businesses, community-based organizations, faith-based service providers, media, and individuals within the target population to be served. Applications that focus on prevention will not receive strong consideration for funding. A private nonprofit organization does not need to have 501 (c)(3) status to apply for grant funding under this solicitation.

Program-Specific Information

All awards are subject to the availability of appropriated funds and any modifications or additional requirements that may be imposed by law.

Award Amount: \$1,000,000 is available for this grant program. Up to ten cooperative agreements will be awarded up to \$100,000 each.

Match Requirement: There is no match requirement for this program.

Award Period: 18–24 months

Pending selection and funding availability, it is anticipated that this project would begin on October 1, 2010.

Background: OVC first released the Public Awareness in Underserved Communities Solicitation in FY 2005, and has awarded funds for this program in each subsequent fiscal year. This year, however, the focus is exclusively on children exposed to violence. In October, 2009, the Department of Justice released the findings of the *National Survey of Children's Exposure to Violence* (NatSCEV), published by the Office of Juvenile Justice and Delinquency Prevention (OJJDP) with support from the Centers for Disease Control and Prevention (CDC). This study is a comprehensive nationwide survey of the incidence and prevalence of children's exposure to violence to date. It measured children's past-year and lifetime (birth to age 17) exposure to violence in the home, school, and community in the following categories: conventional crime, child maltreatment, victimization by peers and siblings, sexual victimization, witnessing and indirect victimization (including exposure to community violence and family violence), school violence and threats, and Internet victimization. The study findings concluded that more than 60 percent of the children surveyed were exposed to violence in the past year. The effects of children's exposure to violence and experience in violent situations are far-reaching and long-lasting for individuals, families, and communities. It is widely recognized and confirmed through research that many of today's social ills have roots in children's exposure to violence.

Attorney General Eric Holder has addressed this critical issue in a number of his speeches over the past several months, highlighting the devastating consequences of children's exposure to violence and the need to address the problem. In a speech to the American Academy of Pediatrics on October 20, 2009, he stated, "Here's the good news, it is possible to reverse the damage that exposure to violence causes." He went on to outline four steps to address these issues: 1) Recognize that children's exposure is a public health issue that requires a public health approach; 2) Address the issue holistically and collaboratively; 3) Ensure professionals are sufficiently trained and knowledgeable to identify children exposed to violence and assist with remediation; and 4) Meet the problem with all the resources that sound science can bring to bear. Consistent with these concepts, OVC is focusing the FY 2010 Enhancing Public Awareness in Underserved Communities Program solicitation on efforts to raise awareness about services for child victims of violence.

There is a lack of awareness among underserved populations regarding the needs of children victimized by and directly exposed to violence, and available resources for these children. Many victim service organizations lack the funding to conduct the type of outreach and public awareness activities that will reach groups that are isolated and underserved. Targeted, well-researched public awareness campaigns produced in partnership among victim service organizations, community organizations (including faith-based organizations), businesses, and media can provide accurate information on the needs and rights of children exposed to violence and the services available to these children and their families that may not otherwise be conveyed to the targeted populations through mainstream media and program outreach.

Program Strategy: OVC invites applications for the development of victimization-focused public awareness campaigns targeted at underserved and socially isolated populations including, but not limited to, those historically underserved due to race, socio-economic status, disability, or sexual orientation. Examples of targeted populations may include urban, high crime communities; communities of immigrants with limited English proficiency; American Indians; persons with disabilities and/or Deaf or Hard-of-hearing; or members of Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) populations. The applicant must choose a type of crime victimization that focuses on children directly exposed to and affected by violence for the public awareness campaign. The applicant must demonstrate significant expertise in the subject area chosen, as well as the capability to convey accurate information about services and resources on that topic. To ensure that child victims of violence receive appropriate services, the applicant must choose a form of victimization for which there are available resources. The application must include a strategy for coordinating with the service organizations that can provide these resources.

The applicant must also provide detail in the application regarding children exposed to violence in the underserved population(s) that will be the intended target audience. The problem statement should demonstrate a substantial need for public awareness efforts on the chosen focus area and in the particular community identified. The geographic region targeted by projects should be on the scale of a large city or a multi-municipality region (this could include rural, remote, and/or tribal communities). OVC may consider statewide efforts if an applicant makes a compelling argument that it can efficiently and effectively raise public awareness about needs and services available for children directly exposed to violence, and reach the targeted community on such a scale. Any existing relationship with or ties to the targeted audience that the applicant should be detailed in the application.

Successful applicants will establish an advisory group and collaborative partnerships with other service providers within the identified geographic region, businesses, community-based organizations, faith-based service providers, media, and individuals within the target population to be served to inform and participate in the development of a well-researched, culturally and linguistically appropriate, victimization-focused public awareness campaign. The applicant is also strongly urged to work closely with faith-and/or community-based organizations, businesses, and media on the selection of an appropriate focus area for the public awareness campaign as well as in the development of campaign materials. Working closely with faith leaders and other key stakeholders from community-based organizations, businesses, and media can help to ensure that the applicant's public awareness campaign is relevant and effective. Further, it is important to ensure that the materials developed for the campaign are appropriate in tone, language, and treatment of cultural norms.

Public awareness campaigns can take the form of radio or television public service announcements (PSA), interviews, newspaper articles, or other innovative strategies. The

applicant may choose one or more of these forms of media, but must work in conjunction with media to air or print campaign materials and develop a coherent, comprehensive strategy for information dissemination. The applicant should discuss any existing relationships with media, as well as the applicant's strategy for engaging media in the campaign if no previous relationship exists.

When developing a strategy, please note that OVC cannot fund prevention- or research-focused initiatives. In addition, keep in mind the purposes of this initiative are: (1) to provide children directly exposed to violence who are members of an underserved population with accurate, useful information about services available to them as crime victims, and (2) to increase awareness about existing resources and services available to children exposed to violence. Stronger consideration will be given to applicants that propose directing most of the available funds to program costs rather than personnel and administrative costs. Stronger consideration will also be given to strategies that include plans for sustaining outreach activities after federal grant funding for the project ends, and can be replicated in other communities. Applications that focus on funding additional staff positions will not be favorably considered.

Applicants awarded funding under this cooperative agreement will work in close coordination with OVC in the planning and development of their public awareness campaigns. OVC must review and approve all materials developed for the campaigns before publication and dissemination.

Budget Information

Limitation on Use of Award Funds for Employee Compensation; Waiver: With respect to any award of more than \$250,000 made under this solicitation, federal funds may not be used to pay total cash compensation (salary plus bonuses) to any employee of the award recipient at a rate that exceeds 110% of the maximum annual salary payable to a member of the Federal Government's Senior Executive Service (SES) at an agency with a Certified SES Performance Appraisal System for that year. (The 2010 salary table for SES employees is available at <http://www.opm.gov/oca/10tables/indexSES.asp>.) Note: A recipient may compensate an employee at a higher rate, provided the amount in excess of this compensation limitation is paid with non-federal funds. (Any such additional compensation will not be considered matching funds where match requirements apply.)

The limitation on compensation rates allowable under an award may be waived on an individual basis at the discretion of the Assistant Attorney General (AAG) for the Office of Justice Programs. An applicant that wishes to request a waiver must include a detailed justification in the budget narrative of its application. Unless the applicant submits a waiver request and justification with the application, the applicant should anticipate that OJP will request that the applicant adjust and resubmit their budget.

The justification should include: the particular qualifications and expertise of the individual, the uniqueness of the service being provided, the individual's specific knowledge of the program or project being undertaken with award funds, and a statement explaining that the individual's salary is commensurate with the regular and customary rate for an individual with his/her qualifications and expertise, and for the work that is to be done.

Performance Measures

To assist in fulfilling the Department's responsibilities under the Government Performance and Results Act (GPRA), P.L. 103-62, applicants who receive funding under this solicitation must provide data that measures the results of their work. **Additionally, applicants must discuss in their application their methods for collecting data for performance measures. Please refer to "What An Application Must Include" (below), for additional information on applicant responsibilities for collecting and reporting data. Grantees are required to provide the data requested in the "Data Grantee Provides" column so that OJP can calculate values for the "Performance Measures" column.** Performance measures for this solicitation are as follows:

Objective	Catalog ID	Performance Measure(s)	Data Grantee Provides
The objective of this solicitation is to support the planning and development of public awareness campaigns designed to raise the awareness of children directly exposed to violence within underserved populations about crime victimization issues and resources for children exposed to violence.		Number of underserved populations addressed by the campaign.	Number and type of underserved population addressed by the campaign.
		Number of educational materials developed by type.	Number of educational materials developed (by type).
			Number of educational materials disseminated (by type).
		Number of publicized events/activities to promote awareness of crime victimization issues supported by this project.	Number and type of events held.
		Number of programs reporting an increase in collaborative partners (i.e., law enforcement, other victim service organizations, public relations and marketing firms, and other allied professionals).	Number of programs reporting an increase in collaborative partners and information on the types of collaborative partners.
		Percent increase in numbers of services (by type) to children directly exposed to violence from the target population as a result of the public awareness campaign.	Number of services (by type) to children directly exposed to violence within each target population (broken out by target population) prior to the public awareness campaign.

			Number of services (by type) to children directly exposed to violence within each target population (broken out by target population) as a result of the public awareness campaign.
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How To Apply

Applications will be submitted through OJP's Grants Management System ([GMS](#)). [GMS](#) is a Web-based, data-driven computer application that provides cradle to grave support for the application, award and management of grants at OJP. Applicants should begin the process immediately to meet the GMS registration deadline, especially if this is the first time they have used the system. Complete instructions on how to register and submit an application in GMS can be found at www.ojp.usdoj.gov/gmscbt/. If you experience technical difficulties at any point during this process, please e-mail GMSHelpDesk@usdoj.gov or call 1-888-549-9901 (option 3), Monday–Friday from 6:00 a.m. to midnight eastern time, except federal holidays. The Office of Justice Programs highly recommends starting the registration process as early as possible to prevent delays in the application submission by the specified deadline. All applicants are required to complete the following.

- 1. Acquire a DUNS Number.** A DUNS number is required to submit an application in GMS. The Office of Management and Budget requires that all businesses and nonprofit applicants for Federal funds include a DUNS (Data Universal Numbering System) number in their applications for a new award or renewal of an existing award. A DUNS number is a unique nine-digit sequence recognized as the universal standard for identifying and keeping track of entities receiving federal funds. The identifier is used for tracking purposes and to validate address and point of contact information for federal assistance applicants, recipients, and subrecipients. The DUNS number will be used throughout the grant life cycle. Obtaining a DUNS number is a free, one-time activity. Obtain a DUNS number by calling 1-866-705-5711 or by applying online at www.dnb.com. Individuals are exempt from this requirement.
- 2. Acquire or Renew Registration with the Central Contractor Registration Database.** OJP requires that all applicants (other than individuals) for federal financial assistance maintain current registrations in the Central Contractor Registration (CCR) database. An applicant must be registered in the CCR to successfully register in Grants.gov. The CCR database is the repository for standard information about federal financial assistance applicants, recipients, and subrecipients. Organizations that have previously submitted applications via Grants.gov are already registered with CCR, as it is a requirement for Grants.gov registration. Please note, however, that applicants must update or renew their CCR registration at least once per year to maintain an active status. Information about CCR registration procedures can be accessed at www.ccr.gov.
- 3. Acquire a GMS Username and Password.** If you are a new user, please create a GMS profile by selecting the first time user link under the sign-in box of the [GMS](#) home page. For more information on how to register in GMS, go to www.ojp.usdoj.gov/gmscbt/.

4. **Search for the Funding Opportunity on GMS.** After you log in to GMS or complete your GMS profile for your username and password, go to the Funding Opportunities link on the left hand side of the page. Please select OVC and the Public Awareness and Outreach for Victims in Underserved Communities.
5. **Select the Apply Online Button Associated with the Solicitation Title.** The search results from step 4 will display the solicitation title along with the Registration and Application Deadlines for this funding opportunity. Please select the Apply Online button in the Action Column to create an application in the system.
6. **Submit an Application Consistent with this Solicitation by Following the Directions in GMS.** Once submitted, GMS will display a confirmation screen stating your submission was successful. **Important:** You are urged to submit your application at least 72 hours prior to the due date of the application.

Note: OJP's Grants Management System (GMS) does not accept executable file types as application attachments. These disallowed file types include, but are not limited to, the following extensions: ".com," ".bat," ".exe," ".vbs," ".cfg," ".dat," ".db," ".dbf," ".dll," ".ini," ".log," ".ora," ".sys," and ".zip."

Experiencing Unforeseen GMS Technical Issues

If you experience unforeseen GMS technical issues beyond your control which prevent you from submitting your application by the deadline, you must contact OVC staff **within 24 hours after the deadline** and request approval to submit your application. At that time, OVC staff will require you to e-mail the complete grant application, your DUNS number, and provide a GMS Help Desk tracking number(s). After the program office reviews all of the information submitted, and contacts the GMS Helpdesk to validate the technical issues you reported, OJP will contact you to either approve or deny your request to submit a late application. If the technical issues you reported cannot be validated, your application will be rejected as untimely.

To ensure a fair competition for limited discretionary funds, the following conditions are not valid reasons to permit late submissions: (1) failure to begin the registration process in sufficient time; (2) failure to follow GMS instructions on how to register and apply as posted on its Web site; (3) failure to follow all of the instructions in the OJP solicitation; and (4) technical issues experienced with the applicant's computer or information technology environment.

Notifications regarding known technical problems with GMS are posted on the OJP funding Web page, www.ojp.usdoj.gov/funding/solicitations.htm.

What an Application Must Include

This section describes what an application is expected to include and sets out a number of elements. Applicants should anticipate that failure to submit an application that contains all of the specified elements may negatively affect the review of the application and, should a decision nevertheless be made to make an award, may result in the inclusion of special conditions that preclude access to or use of award funds pending satisfaction of the conditions.

Moreover, applicants should anticipate that applications that are not responsive to the scope of the solicitation, or do not include a program narrative, budget, budget narrative, or tribal

resolution (if applicable), will not proceed to peer review and will not receive further consideration.

OJP strongly recommends use of appropriately descriptive file names (e.g., "Program Narrative," "Budget and Budget Narrative," "Timelines," "Memoranda of Understanding," "Resumes") for all attachments. OJP recommends that resumes be included in a single file.

Standard Form 424

Please see www.grants.gov/assets/SF424Instructions.pdf for instructions on how to complete your SF424. When selecting "type of applicant," if the applicant is a for-profit entity, please select "For-Profit Organization" or "Small Business" (as applicable) in the Type of Applicant 1 data field. For-profit applicants also may select additional applicable categories (e.g., "Private Institution of Higher Education").

Program Narrative

The program narrative should detail the applicant's strategy to address the purpose of the solicitation as outlined in the Background section of this solicitation, page 5. The program narrative should not exceed 25 double-spaced pages in 12-point font with 1-inch margins. Applicants should anticipate that if the program narrative fails to comply with these length-related restrictions, such that it provides a significant competitive advantage, the failure to comply may be considered in peer review and in final award decisions. The following six separate sections must be included: Project Abstract, Problem Statement, Project Goals and Objectives, Project Design/Implementation Plan, Organizational Capability and Project Management, and Plans for Measuring Progress and Outcomes. Each section is described below.

- 1. Project Abstract:** The application should include a one-page summary that describes the project's purpose, goals, and objectives, as well as activities that will be implemented to achieve these goals and objectives, methods, and outcomes.
- 2. Problem Statement:** The problem statement must include the need for the project and provide a clear statement of how funding will support the project's value to the victims' field by meeting a stated goal.
- 3. Project Goals and Objectives:** The applicant must specify the goals and objectives of the project. The objectives should be measurable and relate directly to the issues described in the problem statement. The goals should state the overall purpose of what is to be accomplished. The objectives should describe the steps necessary to reach the goals or how the goals will be accomplished. The application should clearly describe how funding will support the overall success of the project.
- 4. Project Design/Implementation Plan:** The project design and implementation plan must describe the project strategy and discuss how the strategy will address the identified problems and support the goals and objectives. The applicant's strategy or design must include a description of project phases, tasks, activities, staff responsibilities, and clear descriptions of interim deliverables and final products. The applicant's plan must include a time-task plan that clearly identifies objectives, major activities, and products for the duration of the project period. This time-task plan must include the following:

- The designation of organizations responsible to complete each activity.
- A schedule for the completion of the activities.
- The submission date to OVC of finished products.

In preparing the time-task plan, applicants should make certain that all project activities will occur within the proposed project period. The plan also must provide for the submission of financial and progress reports. If your project requires a privacy certificate, the privacy certificate must be approved by the OVC grant monitor prior to commencing any activity covered by the privacy certificate (i.e., focus groups, surveys, interviews, evaluations, and needs assessments). See page 12 for more information on privacy certificate requirements.

All recipients are required to submit semiannual progress reports and quarterly financial reports. Applicants should keep in mind the OVC requirement that final drafts of all publications, including videos, are to be submitted 120 days before the end of the grant period. In most instances, the draft publication will undergo an external review by subject matter experts retained by OVC to provide written comments on the publications' accuracy, relevance, and readability, and to provide suggestions to enhance the publication. In all instances, the publication will be reviewed internally by OVC and other DOJ agencies. For further guidance on the publication process, visit OVC's Publishing Guidelines for Print and Web Media online at www.ovc.gov/publications/infores/pubguidelines/welcome.html.

Deliverables. The project's intended deliverables or products, such as radio and/or television public service announcements, newspaper articles, etc.

The applicant should also describe any additional outreach strategies it will use in its public awareness campaign. OVC grantees who provide services to underserved victims, for example, often find it necessary to supplement more traditional forms of outreach with creative, unconventional outreach methods. Although media outreach such as PSAs and printed articles are valuable because of their ability to reach a large audience with a substantial amount of information, sometimes less traditional methods can be used to reach out to victims who lack access to traditional media. Creative strategies like the ones below can be used to supplement PSAs, articles, and interviews that are designed to provide more comprehensive information. Some examples of innovative outreach strategies developed by OVC grantees include the following:

- Develop and distribute purse-size calendars containing phone numbers and resources for victims on the outside cover.
- Developed PSAs specifically for use in movie theaters during previews.
- Design resource and referral information for placement on supermarket shopping carts and grocery bags.

5. Organizational Capability and Project Management: Applications must include a clear description of the applicant's management structure. Applications must include a description of the proposed professional staff members' unique qualifications that will enable them to fulfill their grant responsibilities.

Applicants must include the following in this section:

- A description of how the program will be managed and include an organization chart or information describing the roles and responsibilities of key organizational and functional components and personnel.
- A list of personnel responsible for managing and implementing the major stages of the project.
- Job descriptions outlining the roles and responsibilities and provide the selection criteria for the vacant and proposed new positions.
- Resumes of key personnel.

The project director must have both the substantive expertise and experience to perform crucial leadership functions and sufficient time to devote to the project to provide the needed guidance and supervision. The project director's job description should be attached.

6. Impact/Outcomes and Evaluation/Performance Measure Data Collection Plan:

Evaluation is critical to ensure that each OVC project is operating as designed and achieving its goals and objectives. The applicant must include a plan to perform basic evaluation of the project, incorporating the performance measures identified and any other performance indicators identified by the applicant. Accordingly, each application must provide a plan to assess the project's effectiveness and to evaluate accomplishment of project goals and objectives. Applicants should describe how they will assess performance in attaining the identified outcomes. Goals and objectives must be clearly stated, links established between program activities and objectives, and performance measures identified. Performance measures will address a mix of immediate and intermediate outcomes and, as appropriate and feasible, information on long-term impact. The evaluation plan should identify all resources that will be devoted to conducting the assessment, including the identification of staff members and staff time, use of outside consultants to assist with the assessment, and any other support costs associated with conducting an evaluation. Assessment information will be submitted as part of the semiannual progress report, as well as part of the final report due within 90 days of project completion.

OVC is required to report its programmatic results annually, in accordance with the Government Performance and Results Act (GPRA). OVC summarizes the individual results and outcomes of all discretionary grant programs, indicating whether the programs are successfully meeting their objectives. OVC depends on its grantees to provide accurate, timely, and relevant information on grant progress and impact.

Privacy Certificate. OVC and recipients of OVC funding are subject to confidentiality requirements protecting research and statistical information collected that is identifiable to a private person under the DOJ regulations found at 28 CFR Part 22. Identifying characteristics include, but are not limited to, identifiers such as name, address, Social Security number or other identifying number, fingerprints, voiceprints, photographs, genetic information, or any other item or combination of data about a person that could reasonably lead, directly or indirectly, by reference to other information, or to identification of that individual(s). OVC requires recipients of OVC funding to submit a Privacy Certificate prior to engaging in any project activities that involve data collection on individuals through observations, interviews, reports, or review of administrative records, or any project tasks likely to result in the gathering or development of information identifiable to individuals. OVC-funded activities that require a Privacy Certificate prior to conducting the activity include, but may not be limited to, a needs

assessment, program evaluation, survey, or focus group interviews. **If the applicant's project includes any activity listed above, the applicant must include a privacy certificate with the application materials submitted.** For sample privacy certificates, visit www.ovc.gov/fund/forms.htm and view the two model privacy certificates available for adaptation.

Budget and Budget Narrative

Please see the OJP Financial Guide for questions pertaining to budget including allowable and unallowable costs at www.ojp.gov/financialguide/index.htm.

Budget Narrative

The applicant is required to complete the budget narrative and budget detail worksheet (see description below). The budget narrative justifies or explains each budget item and relates it to project activities. The budget narrative provides a justification for all proposed costs and should closely follow the content of the budget detail worksheet. For example, the narrative should explain how fringe benefits were calculated, how travel costs were estimated, why particular items of equipment or supplies must be purchased, and how overhead or indirect costs were calculated. The budget narrative should justify the specific items listed in the budget detail worksheet in all cost categories and demonstrate that all costs are reasonable.

Budget Detail Worksheet

The completion of this form is required in support of the budget narrative form described above. The budget detail worksheet must list the cost of each budget item and show how the costs were calculated. For example, costs for personnel should show the annual salary rate and the percentage of time devoted to the project for each employee to be paid through grant funds. The budget detail worksheet should present and complete and detailed itemization of all proposed costs. A sample budget detail worksheet form, which can be used as a guide to assist you in preparation of the budget detail worksheet and narrative, can be downloaded by visiting www.ojp.gov/funding/forms/budget_detail.pdf. If you submit a different format, you must include the budget categories as listed in the sample budget worksheet.

Note: Total costs specified in the Budget Detail Worksheet must match the total amount on line 15.g of the SF424.

When completing both the budget narrative attachment form and the budget detail worksheet, applicants must also consider the following:

Training: Applicants should plan to attend an annual OVC discretionary grantee meeting in Washington, D.C., and with the exception of local grantees, should include line items detailing all estimated travel expenses associated with attending this meeting. Applicants that receive annual funding of more than \$100,000 must attend one Financial Management Training Seminar sponsored by Office for Justice Programs' (OJP) Office of the Chief Financial Officer (OCFO), unless the grantee has previously attended this seminar within the past 24 months. Specific information (such as dates and locations of upcoming events) can be found at www.ojp.usdoj.gov/training/fmts2009.htm.

Indirect Cost Rate Agreement

Plan for collecting the data required for performance measures. (See "Performance Measures" above.)

Tribal Authorizing Resolution

If an application is being submitted by either (1) a tribe or tribal organization, or (2) by a third party proposing to provide direct services or assistance to residents on tribal lands, then a current authorizing resolution of the governing body of the tribal entity or other enactment of the tribal council or comparable governing body authorizing the inclusion of the tribe or tribal organization and its residents must be included with the application. In those instances when an organization or consortium of tribes proposes to apply for a grant on behalf of a tribe or multiple specific tribes, then the application must include a resolution from all tribes that will be included as a part of the services/assistance provided under the grant.

Other Attachments

Remaining attachments include the following materials:

- **Résumés of Key Personnel.** For positions that are vacant, provide job descriptions outlining roles and responsibilities and provide the selection criteria for the proposed new positions (required).
- **MOUs/ Contracts/ Letters of Support** must be provided from agencies and organizations whose support and collaboration is integral to the successful implementation of the project. (required).
- **A Detailed Time-Task plan** must be provided (required).
- **A Privacy Certificate** must be provided (required).
- **Financial Capability Questionnaire:** Applicants that are nonprofit or commercial organizations, and have never received any grants from OJP, are required to complete the Financial Capability Questionnaire form. The form must be submitted along with a copy of the organization's most recent audited Financial Statements (review if audited Financial Statements are not available). This form is available at <http://www.ojp.usdoj.gov/funding/forms.htm> under Accounting System and Financial Capability Questionnaire.
- **Other attachments** as needed (if applicable).

Selection Criteria

- **Project Abstract (5 points):** The application should include a one-page summary that describes the purpose of the project, goals and objectives, and activities that will be implemented to achieve the project's goals and objectives, methods, and outcomes.
- **Problem Statement (5 points):** The problem statement must describe the need for the project and provide a clear statement of how funding will support the project's value to the victims' field by meeting a stated goal. The problem statement should convincingly document that the project is needed to address resource gaps in the field or to address emerging issues for which there are few or no resources to assist providers. The goals and objectives must be clearly specified and related directly to the problem statement. The goal(s) should state the overall purpose of what is to be accomplished. If the application is

for continuation funding, these new goals and objectives should be addressed within the context of what the project has already accomplished. The objectives should describe the steps necessary to accomplish the goal(s), within the context of what the project has already accomplished.

- **Project Goals and Objectives (15 points):** The applicant must specify the goals and objectives of the project. The objectives should be measurable and relate directly to the issues described in the problem statement. The goals should state the overall purpose of what is to be accomplished. The objectives should describe the steps necessary to reach the goals or how the goals will be accomplished. The application must describe the public awareness and educational components of the project that will be of utility to many communities across the Nation.
- **Project Design/Implementation Plan (25 points):** The program strategy/methodology must include sufficient detail so that the OVC point of contact or other reviewers can understand what will be accomplished, how it will be accomplished, and who will accomplish it. All proposed tasks should be presented in a way that allows a reviewer to see the logical progression of tasks and to be able to relate the tasks directly to the accomplishment of the project goals and objectives. Projected activities should be realistic and reflect the time, staff, and funding allocated to the project. A clear picture of the contents or components of the product or training is important, as is a detailed plan for packaging and disseminating the product to user groups.
- **Organizational Capability and Project Management (20 points):** Applicants must demonstrate how its resources, capabilities, and experience will allow them to achieve the goals and objectives. The applicant must document its capability to undertake and complete a national-scope, federally funded project, including evidence that the applicant possesses the requisite staff and expertise. Organizational capability will be assessed on the basis of (1) the applicant's described management structure, financial capability and, if the application is for continuation funding, the results of current grant efforts; and (2) the applicant's project management plan and documentation of the professional staff members' unique qualifications to perform their assigned tasks. Applicants must clearly establish that their experience and resources enable them to achieve the goals and objectives that they propose to accomplish with the funding.
- **Plans for Measuring Progress and Outcomes (15 points):** Applicants must describe their plan for measuring project progress and success. All applications must contain a plan for evaluating the accomplishment of project goal(s) and objectives. All applications must describe how data will be collected to report on the performance measures established for this solicitation. Applicants must describe how the evaluation data will be gathered and analyzed and the resources that are being committed for this purpose.
- **Budget and Budget Narrative (15 points):** Applicants must show cost-effective and efficient use of grant resources, demonstrating that all grant-related expenses are necessary for project completion. Tasks and activities described in the budget narrative should parallel the budget. All identified costs should accurately reflect the tasks, staff time, supplies, and travel necessary to accomplish the grant-related work, if applicable. The applicant must demonstrate that there is sufficient staff and time to accomplish the proposed tasks in a cost-effective manner. The applicant is required to complete the budget narrative form and the budget detail worksheet. The budget narrative justifies or explains each budget item and

relates it to project activities. The budget narrative provides a justification for all proposed costs and should closely follow the content of the budget detail worksheet. The budget narrative should justify the specific items listed in the budget detail worksheet in all cost categories and demonstrate that all costs are reasonable.

Review Process

OJP is committed to ensuring a fair and open process for awarding grants. OVC reviews the application to make sure that the information presented is reasonable, understandable, measurable, and achievable, as well as consistent with the solicitation.

Peer reviewers will be reviewing the applications submitted under this solicitation that meet basic minimum requirements. OVC may use either internal peer reviewers, external peer reviewers, or a combination to review the applications under this solicitation. An external peer reviewer is an expert in the field of the subject matter of a given solicitation who is NOT a current U.S. Department of Justice employee. An internal reviewer is a current U.S. Department of Justice employee who is well-versed or has expertise in the subject matter of this solicitation. Eligible applications will be evaluated, scored, and rated by a peer review panel. Peer reviewers' ratings and any resulting recommendations are advisory only. In addition to peer review ratings, considerations for award recommendations and decisions may include, but are not limited to, underserved populations, strategic priorities, past performance, and available funding.

The Office of the Chief Financial Officer (OCFO), in consultation with OVC, conducts a financial review of applications for potential discretionary awards and cooperative agreements to evaluate the fiscal integrity and financial capability of applicants; examines proposed costs to determine if the budget and budget narrative accurately explain project costs; and determines whether costs are reasonable, necessary, and allowable under applicable federal cost principles and agency regulations.

Absent explicit statutory authorization or written delegation of authority to the contrary, all final grant award decisions will be made by the Assistant Attorney General (AAG), who may also give consideration to factors including, but not limited to, underserved populations, geographic diversity, strategic priorities, past performance, and available funding when making awards.

Additional Requirements

Applicants selected for awards must agree to comply with additional legal requirements upon acceptance of an award. We strongly encourage you to review the information pertaining to these additional requirements prior to submitting your application. Additional information for each can be found at www.ojp.usdoj.gov/funding/other_requirements.htm.

- Civil Rights Compliance
- Faith-Based and Other Community Organizations
- Confidentiality and Human Subjects Protection (if applicable)
- Anti-Lobbying Act

- Financial and Government Audit Requirements
- National Environmental Policy Act (NEPA) (if applicable)
- DOJ Information Technology Standards (if applicable)
- Single Point of Contact Review
- Nonsupplanting of State or Local Funds
- Criminal Penalty for False Statements
- Compliance with [Office of Justice Programs Financial Guide](#)
- Suspension or Termination of Funding
- Nonprofit Organizations
- For-Profit Organizations
- Government Performance and Results Act (GPRA)
- Rights in Intellectual Property
- Federal Funding Accountability and Transparency Act (FFATA) of 2006
- Awards in excess of \$5,000,000–federal taxes certification requirement

Grants Versus Cooperative Agreements

Cooperative agreements are used when substantial collaboration is anticipated between OVC and the award recipient during performance of the proposed activities.

Responsibility for general oversight and redirection of the project, if necessary, rests with OVC. OVC will review and approve all activities in the requirements under the various stages, as enumerated in the solicitation. This includes review and approval in a timely manner of all key personnel selections, consultants, assessments, plans, instruments, manuals, and documents developed or identified for use during the project, with suggestions for modification. Responsibility for the coordination of topics addressed or services rendered will be shared by OVC and the recipient. Where appropriate, the recipient will act jointly with OVC to determine modifications to the program plan or budget, and design data collection instruments. In executing this responsibility, OVC requires that its program specialist meet periodically with the recipient (as determined by OVC) throughout the life of the project to discuss project activities, plans, problems, and solutions. Responsibility for the day-to-day conduct of the project rests with the recipients. This specifically includes operations, data collection, analysis, and interpretation.

Application Checklist

FY 2010 Public Awareness and Outreach for Victims in Underserved Communities

The application check list has been created to aid you in developing your application.

Eligibility Requirement:

- ☐ Federally Recognized Tribe
- ☐ The Federal Amount Requested is Within the Allowable Limit of \$100,000.

The Application Components:

- ☐ Project Abstract
- ☐ Statement of the Problem/Program
- ☐ Project Goals and Objectives
- ☐ Project Design and Implementation
- ☐ Organizational Capability and Project Management
- ☐ Budget Narrative
- ☐ Budget Detail Worksheet
- ☐ Impact/Outcomes and Evaluation/Plan for Collecting Data for Performance Measures
- ☐ Project Timeline
- ☐ Position Descriptions
- ☐ Letters of Support
- ☐ Privacy Certificate

Program Narrative/Abstract Format:

- ☐ Double-spaced
- ☐ 12-point standard font
- ☐ 1" standard margins
- ☐ Narrative is 25 pages or less

Other:

- ☐ Standard 424 Form
- ☐ DUNS Number
- ☐ Certifications
- ☐ Other standard forms as applicable
- ☐ Disclosure of Lobbying Activities (if applicable)
- ☐ Accounting System and Financial Capability Questionnaire (if applicable)